

Message Text

LIMITED OFFICIAL USE

PAGE 01 STATE 300019

11

ORIGIN EUR-12

INFO OCT-01 ISO-00 COME-00 EB-07 AGRE-00 AID-05 CEA-01
CIAE-00 FRB-03 INR-07 NSAE-00 CIEP-01 SP-02 STR-04
TRSE-00 LAB-04 SIL-01 OMB-01 /049 R

DRAFTED BY EUR/WE:EJBEIGEL:MS
APPROVED BY EUR/WE - ROBERT E. BARBOUR
COMMERCE - MR. DAUMAN
----- 072600

P R 100121Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY PARIS
INFO USMISSION EC BRUSSELS
USMISSION OECD PARIS

LIMITED OFFICIAL USE STATE 300019

E.O. 11652:NA

TAGS: EIND, EFIN, FR

SUBJECT: PILLSBURY MILLS INVESTMENT CASE

REF: STATE 244614

1. WALTER SCOTT OF PILLSBURY TELEPHONED THIS WEEK TO THE ACTING SECRETARY, AND SEPARATELY TO COMMERCE ASSISTANT SECRETARY DARMAN, TO SEEK ASSISTANCE IN GETTING A FRENCH DECISION BEFORE DECEMBER 31 REGARDING THE CAMPBELL SOUP COMPANY APPLICATION TO ACQUIRE THE PILLSBURY SUBSIDIARY IN FRANCE. SCOTT SAID THAT AGREEMENT IN PRINCIPLE HAD BEEN REACHED FOR THE SALE OF THIS SUBSIDIARY TO LEBRUN BUT THAT THIS AGREEMENT COLLAPSED LAST WEEK WHEN LEBRUN SAID IT NEEDED THE FUNDS TO ACQUIRE A BELGIAN COMPANY INSTEAD. THE CAMPBELL DEAL WAS THEN REACTIVATED WITH A DECEMBER 31 DEADLINE WHICH IS THE DATE THE CAMPBELL-PILLSBURY SALE AGREEMENT EXPIRES. BOTH COMPANIES SENT TELEGRAMS TO THE MINISTRIES OF FINANCE AND AGRICULTURE ON DECEMBER 3 SEEKING APPROVAL OF THE CAMPBELL APPLICATION IN VIEW
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 STATE 300019

OF THESE RECENT DEVELOPMENTS.

2. THE EMBASSY IS REQUESTED TO MAKE INQUIRIES IN THIS MATTER AND TO INDICATE THE DESIRABILITY OF A FRENCH DECISION THIS MONTH ON THE CAMPBELL APPLICATION. SCOTT SAID THAT CAMPBELL, IN ITS PEPPERIDGE FARM GROUP, HAS BOTH SUPPORTING MARKET ARRANGEMENTS AND RESEARCH AND DEVELOPMENT CAPABILITY IN THE COOKIES AND CRACKERS FIELD, WHICH PILLSBURY DOES NOT HAVE, AND FOR THESE REASONS COULD OPERATE THE SUBSIDIARY PROFITABLY, WHICH PILLSBURY IS UNABLE TO DO. ROBINSON

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: SALES, PROGRESS REPORTS, FOREIGN INVESTMENTS, INVESTMENT OPPORTUNITIES, BUSINESS FIRMS
Control Number: n/a
Copy: SINGLE
Draft Date: 10 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE300019
Document Source: CORE
Document Unique ID: 00
Drafter: EJBELGEL:MS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760456-0297
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761253/aaaabtyg.tel
Line Count: 71
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 76 STATE 244614
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 06 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 APR 2004 by ShawDG>; APPROVED <07 APR 2004 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PILLSBURY MILLS INVESTMENT CASE
TAGS: EIND, EFIN, FR, US, CAMPBELL SOUP CO, PILLSBURY
To: PARIS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006